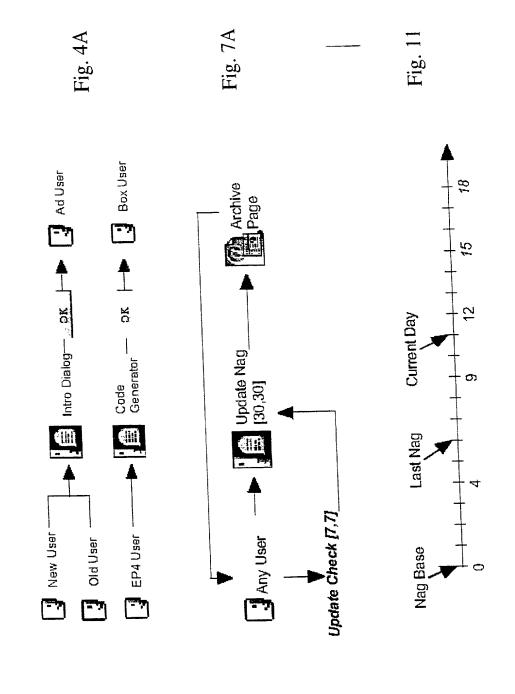


Fig. 34

	27 Serum Issuers	2	JULE FM 1712-6 2 Ro. J.	umu 13.22 F.31.712 & D. Ro, J.3J. "mode, John all abolito." Person Parties of Ref. 30 minute Seture attribution	10 10 10 10 10 10 10 10 10 10 10 10 10 1	Sulfiction of the state of the		Eservandad to epily to several caupte in one massage, and social of standing as to aach of them cannot be said to each of the attribution?	Cin a cody from a massage window, I now addian conergounts of data to the clipboard, the redynamics for the massage.	Tran, as part of pasteras-quote, Linser that at thurtion whose that quoted section	ATRECAM OFFRACES Divid the winter  1. Sun annual Burg samulitation of a characteristic page with X EDS.	DAJANI (V. III.) (V. III.) (V. III.) (V. III.) (V. III.) (V. III.)
6 Eutona Pia		18 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	llector of the state of the sta	H. Vallaber	A Jeegn sens	Junic &	🏈 Patura 🏈 4-emb artexard	Hath South South Hath Todals	<i>1000</i>	10 (4 × 184F) 11 (4 × 2005b)	用・位 Dualcom) 用・位 Kinosi Vimit Eu ・位 Kotho ceps	

Fig. 3B



## Welcome to Eudoral

Eudora is now licensed in three ways; Sponsored Mode, Paid Mode, and Light, Mode. Unless you change modes, Eudora will run in Sponsored Mode, meaning it will display ads.

We have done our best to present the ads in a vey that respects the work you do in email. By allowing Eudora to display ads, you get the full power of Eudora for free and we can still pay our bills.

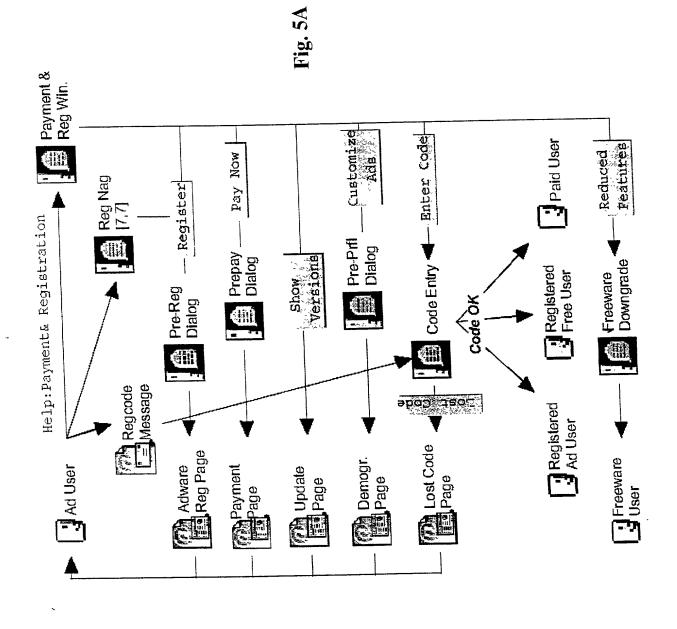
If you decide the ads are not for you you can change modes. Paid Mode shows no ads. Current Eudora Pro 4 x users will be able to upgrade to Paid Mode for free. Other users will be able to pax a license fee to go to Paid Mode. At this stage in testing, the machinery for Paid Mode is not fully tested, and Paid Mode is unavailable. Light Mode also shows to ads, but has many fewer features.

To switch forms of Eudora, please use the "Payment & Registration" left in the the Help menu. To learn more about the three modes, click on the "Tell Ne More" button below

Tell me more

충

Fig. 4B



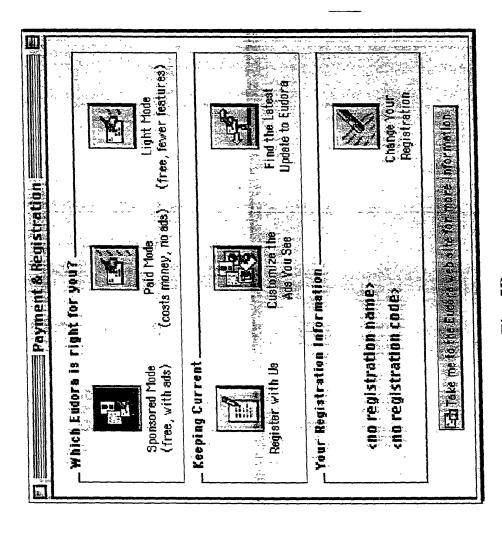


Fig. 5B

08 B			
Would you like to register your copy of Eudora? As a registered user of Eudora we won't hag you as often as we do. We'll also erect a giant statue in your image on the front lawn of our corporate erect a giant statue in your image on the front lawn of our corporate	egister   its fun and easy!	the planet Earth)	(Take meto the registration i
Would you like to regine as a registered user of Eudo erect a giant status in your	How cool is that? C'mon register its fun and easy!	(* Glant statue offer void on the planet Earth)	Maybe later

Fig. 5C

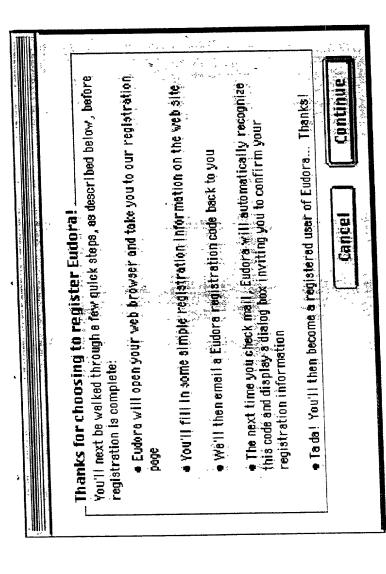


Fig. 5D

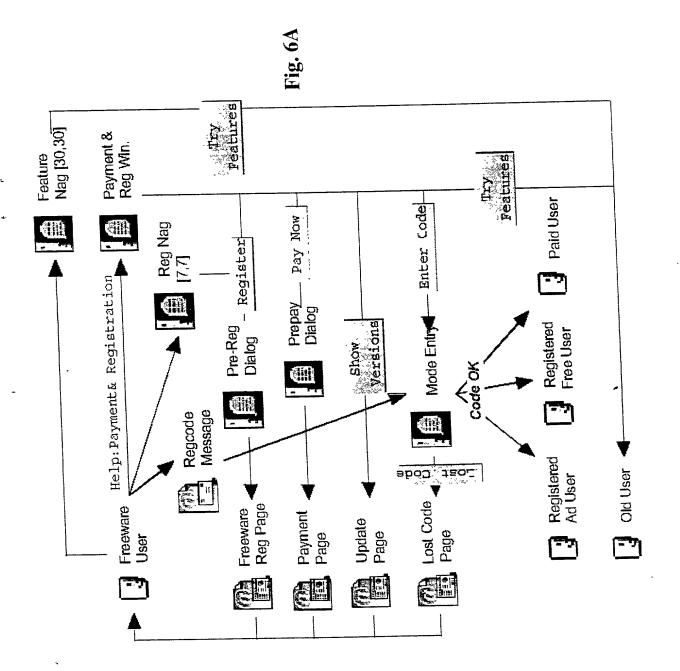
		,q¥	مان المان الم المان المان ال	المارية الماري المارية المارية الماري	. District	in a single of	
A constant to a constant to a constant of the	Thanks for choosing to purthase Eudoral You'll next be valked through a few quick steps, as described below, before	your purchase is compress.  • Eudora will open your web browser and take you to our Payment & Registration page	* You'll be asked to provide your payment and registration information	• We'll then email a Eudora, registration sode hask to you	• The next time you check mall Eudors will sufformatically recognize this code and display a dialog box inviting you'to confirm your registration information	→ 19-da! You'll then become a Paid mode usar. Congratulations!	Cantella

Fig. 5E

Thank you for your registration, please enter the name you not complete your registration code below.  The exact name you registered under:  First Name:  John  Your registration code:  48925-89A2-B1149  [Gancel OK**
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Fig. 5F

Fig. 5G



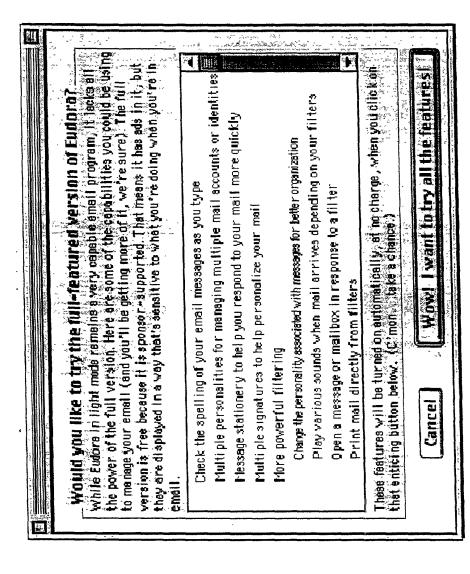


Fig. 6B

There are updates available to Budora

There are updates available to Budora

You have Endora version 4.1. The following updates have become a since this version was released. If you'd like more information any of these updates, simply follow the links. If you'd rather you of updates, follow this.

Endora 5.3

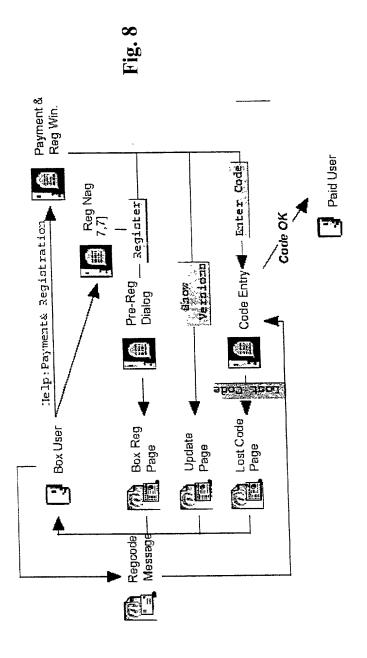
This is a major upgrade, with great new features like automatic:

This update is mostly bug fixes. This update is free to you.

Printed Kanual

You can buy a printed manual for Endora.

Fig. 7B



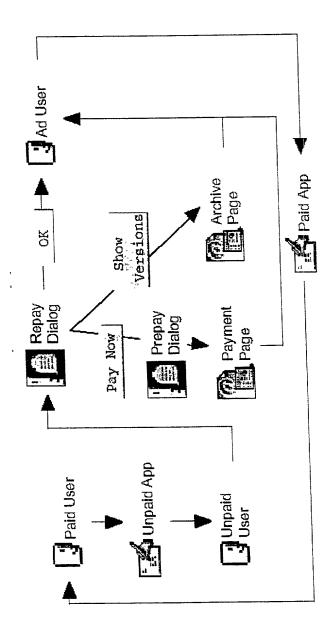


Fig. 9

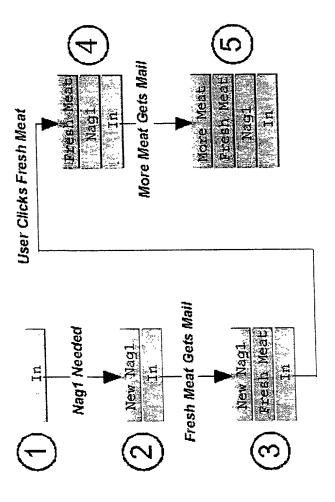


Fig. 10

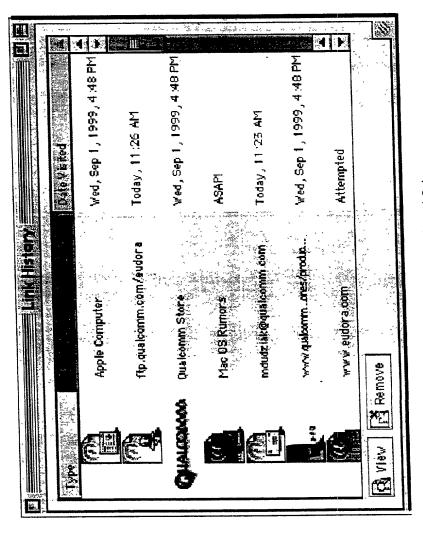


Fig. 12A

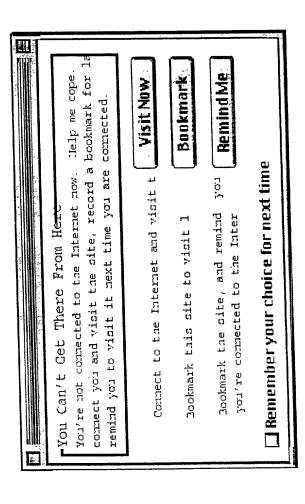


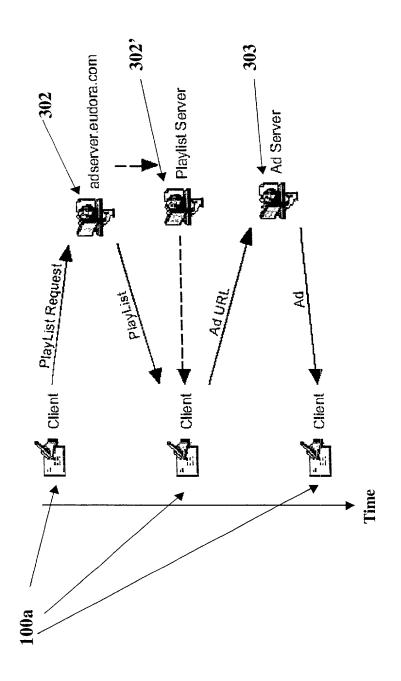
Fig. 12B

aunt - dunaat	
A ALLMAN CHIMICA Speed, Nippe	23 3
AD-144 SIRC, ND/-CH	6
Musha to Gerre	8,000,000
Number of House Running Endors	2
Number Naileheeke Per Ceer Fer Heur	2
playlie Ent. Size, Bytes	500

## Fig. 13A

Inplications	# of New Seconds # Seconds	26 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
	H LL Mer Per Ceer Pe Day	100 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0

Fig. 13B



```
// Main ad scheduler
ScheduleMain
// Has a new day dawned?
Do CheckForNewDay
// Are we are within the current ad's showFor?
if ( ad.thisShowTime < ad.showFor )</pre>
// there is nothing to be done
return
// At this point, we know that we need a new ad
// Perform housekeeping tasks on the old one
Do AdEndBookkeeping
// Pop out of a block if all ads on par
if ( block isn't all playlists )
find ad with minimum ad.numberShown
if ( ad.numberShown >= blockGoal )
set block to all playlists
// If we are over our quota of regular ads for the day,
// look for a runout
if ( adFaceTimeToday > faceTimeQuota )
{
Do ShowARunout
else
Do ShowARegularAd
// end ad schedule main
```

```
// We must perform certain tasks when the calendar day
changes.
CheckForNewDay
(if ( the calendar day has changed )
// Perform housekeeping tasks on the ad currently showing
Do StopShowingCurrentAd
// Runout ads are charged for a full showFor if they've been
shown
// at all on a given day. Charge any runout ads if they've
been
// shown at all.
for runout ads
if ( ad.thisShowTime > 0 )
ad.totalTimeShown += ad.showFor
ad.thisShowTime = 0
}
}
// Now, reset the counters for all ads to reflect the fact
// a new day has dawned.
for all ads
{
ad.numberShownToday = 0
// Record yesterday's facetime
// Might not literally be yesterday, be sure to use
// whatever day the app was last run on
set old current day's facetime to totalFaceTimeToday
// and reset our global regular ad facetime counter
adFaceTimeToday = 0
totalFaceTimeToday = 0
// if we were in a block, back out
set block to all playlists
3
// end CheckForNewDay
```

```
// This function shows a runout ad, and if it
// can't find one, goes to a rerun
ShowARunout
for runout ads
// has the ad been flushed?
if ( ad.flushed )
try next ad
// are we done showing this runout today?
if ( ad.numberShownToday > ad.dayMax )
try next ad // this one's used up for the day
// are we done showing this runout for ever and ever?
if ( ad.shownFor > ad.showForMax )
try next runout ad // this one's used up forever
// are we between the ad's start and end dates?
if ( ad.startDate < the current date < ad.endDate )</pre>
try next runout ad
// the ad is not supposed to run today
// do we actually HAVE the ad?
if ( ad has not been downloaded )
ask for ad to be downloaded
try next ad
// ok, we believe we should show this runout
// we are now in runout state
Do ShowAnAd
return
// if we haven't found a runout ad, we will go to "rerun"
state
Do ShowARerun
// end ShowARunout
```

```
// Rerun state. Look for a regular ad to rerun
ShowARerun
for regular ads [ in current block ]
// has the ad been flushed?
if ( ad.flushed )
try next ad
// is this ad recent enough to rerun?
if ( ad.lastShownDate is older than returnInterval )
try next ad
// this one is too old to rerun
// if in block, show ads only if it's their "turn"
if ( ad.numberShownToday >= blockGoal )
try next ad // need to find a friend in this block
// are we between the ad's start and end dates?
if ( ad.startDate < the current date < ad.endDate )
try next ad
// the ad is not supposed to run today
// do we actually HAVE the ad?
if ( ad has not been downloaded )
ask for ad to be downloaded
try next ad
}
// ok, at this point we can show this ad, but because
// we're in rerun, we don't keep the books
Do ShowAnAd
 return
 // if we get here, we have no ads to show. Punt.
 return
 // end ShowARerun
```

```
// Show a regular ad
 ShowARegularAd
 for regular ads [ in current block ]
 // has the ad been flushed?
 if ( ad.flushed )
 try next ad
 // are we done showing this ad today?
 if ( ad.numberShownToday > ad.dayMax )
 try next ad // this one's used up for the day
 // if in block, show ads only if it's their "turn"
 if ( ad.numberShownToday >= blockGoal )
 try next ad // need to find a friend in this block
 // are we done showing this ad for ever and ever?
 if ( ad.shownFor > ad.showForMax )
 try next ad // this one's used up forever
 // are we between the ad's start and end dates?
 if ( ad.startDate < the current date < ad.endDate )</pre>
 try next ad
 // the ad is not supposed to run today
 // do we actually HAVE the ad?
if ( ad has not been downloaded )
 ask for ad to be downloaded
 try next ad
 }
 // ok, we believe we should show this ad
 // we are now in regular state
 Do ShowAnAd
 return
 // If we get here, we have failed to find a regular
 // ad. Go to runout
 Do ShowARunout
 // end ShowARegularAd
```

```
// Perform necessary housekeeping when we're taking
// down an ad
AdEndBookkeeping
// In rerun state, we don't do any bookkeeping
if ( in RerunState )
return
// Account for at most ad.showFor seconds, provided
// we've shown the ad for at least ad.showFor seconds
// Note that this means we don't charge for time beyond
// ad.showFor seconds, which is important
if ( ad.thisShowTime >= ad.showFor )
ad.numberShownToday += ad.showFor
ad.shownFor++
// we do NOT reset this Show Time here, we do it in
// AdStartBookkeeping. It actually doesn't matter where
// we do it, provided we are careful NOT to do it for
// runout ads.
// end AdEndBookkeeping
```

**Fig. 15H** 

	The state of the s	Li.	Persistent Ads
PlayList	PlayList Request		
			faceTime Used to determine how much advertising
			faceTimeLeft Not used
PlayList	PlayList Response ClientInfo	Clientinfo	
			reginterval Relatively large; one or more davs
			flush Used Single playlist completely specifies
			list of ads client should have
PlayList	Response	PlayList Response Scheduling Parameters	Parameters
			showForMax Not used

## Fig. 16A

		S	Short-Lived Ads	Ads
PlayList	PlayList Request			
			faceTime Not used	Not used
			faceTimeLeft	faceTimeLeff, Used to determine how many ads client should receive
PlayList	PlayList Response ClientInfo	ClientInfo		
1			reqinterval	reqinterval Not used Instead, client requests new interpretate and "run low"
			ţinsh	inshi Not used
PlayList	Response	Scheduling	PlayList Response Scheduling Parameters	
			showForMax	showForMax Used to determine how long an ad runs

Fig. 16B

Eudora doesn't seem to be getting ads.  For some reason, Eudora is unable to download new ads. Downloading and displaying ads is a requirement for the free full-featured version of Eudora. Please visit the Eudora web site for information about how to resume getting ads.  Invalid HTTP request (Error code 503)  If ad downloading continues to fail Eudora vill eventually revert to the Light version which is less powerful.
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Fig. 17A



## something seems to be covering the ad.

It's probably inadvertent, but Eudors has determined that you are covering with all or a significant portion of an ad. The software is designed to notify you when this happens in the hopes that you will stop covering up the ad. If you don't, this window will keep popping up (which you will probably find quite annoying).

We've always got some good stuff under development back at the home office, and it's the advertising in Eudora that enables us to continue to develop the software while providing it to you for free the worked hard to make sure the advertising isn't annoying and we genuinely hope that you are not deliberately trying to cover the ads because they're bothering you. Of course, you can choose to pay us for Eudora by choosing "Payment & Registration" from the "Help" menuand clicking on "Paid Full Version." Or you can remove whetever is obscuring the ad.



Fig. 17B

Eudora will now revert to a less powerful version.

Eudora has been unable to download ads for quite some time and will now revert to a less powerful version. If you would like more information about why Eudora's features are being requeed at this time, please visit the Eudora web site. You will find information there about how the full-featured version can be reactivated.

We're sorry for this inconvenience.

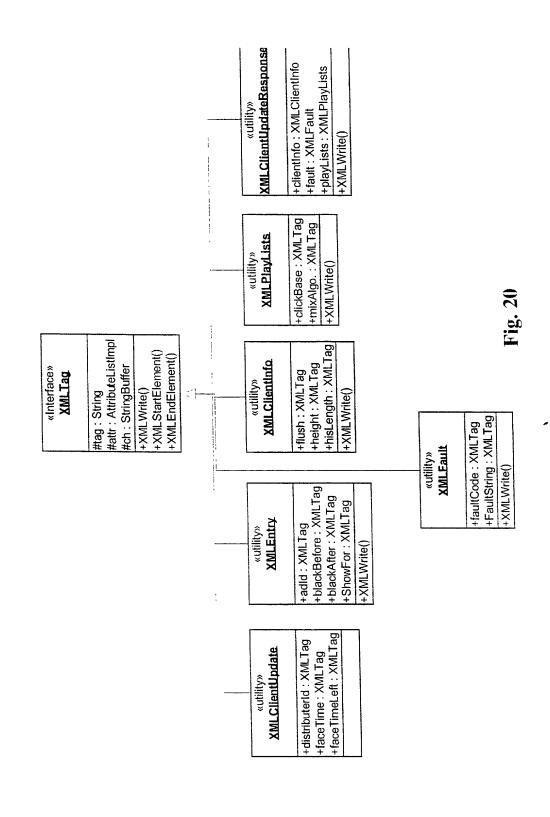
Fig. 17C

We'd like to know how you use Eudora.  In order to make Eudora work as well as possible, it's important that we know now no people use it, we ask users for this information at random. Looks like it's your furn people use it, we ask users for this information at random. Looks like it's your furn people use it, we ask users for this way, all you have to do is click "Generate Info Delow and a message will be created. You can review the contents of the message if you like, and then send it to us or not that's up to you.	garija ya
We value our privacy; we're pretty sure you value yours. So we want you to know what we'll be collecting and give yours chance to eliminate anything you don't want to send. Simply uncheck the boxes next to any information you'd rather not send.	
Please under stand that as soon as we receive your amail, we will throw away the headers that identify the mail as coming from you You see, we don't ectually need to know who you are to find your information helpful. So we promise to project your privacy and turn you into "just a number."	o 15 80 P. N
It's OK to transmit statistics regarding:	. *5′,
Advertisement information  Non-personal settings	~ x
Cáncel Generate Into	1987 <b>-</b>

Fig. 18A

Page		A	pp	Applicable Query Parts	ple	ō	E.	Y	a	S					$\dashv$		$\neg$
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Payment pay X X X X X X	pay	×	×		X	×	×	×	×	XX	×		****	-			
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Adware Registration	register-ad	×	X	×	X	×	×	×	×	×							
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	support	X	×	X											<del></del>	tutor	
FAO	support	$\frac{\hat{\times}}{\times}$		XXX											-	faq	
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ort	support	X	×	XXX	 					_					S.	search	
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Newsgroups	support	Ž	7		1	4	_	_				-	1	1		4	1

Fig. 19



8 The list of available ads advantageously can be built from the following query:

ads = dbCon.prepareStatement("SELECT \* FROM ads WHERE StartDate <= today AND endDate >= today + 30 AND AdType = "I" AND AdStatus = "A" AND ImpressionsServed < Impressions ORDERD BY ImpressionsServed ASC);

30 AND AdType = "R" AND AdStatus = "A" AND ImpressionsServed < Impressions ORDERD BY ImpressionsServed run out ads = dbCon.prepareStatement("SELECT \* FROM ads WHERE StartDate <= today AND endDate >= today +

8 The time required to deliver the ads advantageously can be calculated in the following manner.

face time left for today [seconds] = faceTime[today] - faceTimeUsedToday

(Comment: Face time left for today is the number of secondes the servlet can use to deliver special ads today.)

 $predict\ face\ time\ [seconds] = SUM(\ face\ Time\ [tomorrow + 1], ...\ face\ Time\ [tomorrow + reqInterval] )$ 

(Comment: Predict face time is the number of seconds the servlet predicts the user is going to have.)

goal show time left [seconds] = predict face time - faceTimeLeft

(Comment: Goal show time left is the number of seconds that the software provider needs to fill with ads.)

Fig. 21A

```
% Targeting
while (face time left for today ) {
    if ad is not in the history {
        select ad [according to target = today]
        face time left for today -= ad.showFor
    }
    next ad
}
while (Goal show time left ) {
    if ad is not in the history {
        select ad [according to target]
        goal show time left -= ad.showFor
    }
    hext ad
}

Default values:
    reqInterval = 1 day.
    facetime = 30 minutes
    facetime = 30 minutes
    facetime = 31 days.
    faceTimeQuota is ?
    histLength = 31 days.
```

Fig. 21B

	«Interface»  PlayListSerVie	-dbm : DBManag +doGet()	+doPost() +Init() +destroy()				
«utility» PlayListRequest	+"com.jdark.xml.sax.Driver": String +handleRequest(input:InputSource, ClientUpdate:XMLClientUpdate): boolean	«utility»  PlayListResponse	+playlistResponse: XMLClientUpdateResponse +handleResponse: boolean +handleResponse(XMLClientUpdateResponse: XMLClientUpdateResponse):	«utility»  PlayListsGenerator.	+dbm : DBManager +generate(clientUpdate : XMLClientUpdate, clientUpdateResponse : XMLClientUpdateResponse) : boolean	«Interface»  DBManager	-dbName: String -dbLocation: String +openConnection(): boolean +getConnection(): Connection +exeSQL(startDate: SQLDate; SQLDate): boolean

Fig. 22

`

